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The Power to Succeed.



PCDI CAREER SCHOOLS



YOU CAN ACHIEVE YOUR DREAMS!

PCDI distance education courses let you live your life today as you learn practical skills for a more satisfying career tomorrow.



Millions of smart Americans enroll in distance education courses each year. Why? Because it's simply the most convenient way to gain the knowledge you need to enhance your career.

PCDI distance learning programs are designed to fit the lifestyles of people like you – people who have jobs, families and active schedules.

You'll complete all of your course work at home at your own comfortable pace, in your free time. Each of your lessons is designed to teach you practical skills that you can apply right away in the 'real' world.

You're smart to invest in career education. And enrolling in Professional Career Development Institute is the smart choice for people who want to achieve the power to succeed. Now you can earn your career diploma in a way that's flexible, affordable and fast! We look forward to welcoming you to our fine school.

Sincerely yours,

A handwritten signature in blue ink that reads "Gary Keisling". The signature is fluid and cursive, with a period at the end.

Gary Keisling, Chairman



YES, WE'RE NATIONALLY ACCREDITED!

PCDI is accredited by the Distance Education and Training Council, listed by the U.S. Department of Education as a nationally recognized accrediting agency. This affirms that we meet the DETC's exacting standards of excellence.

“Distance learning let me budget my own time to suit my schedule. And it gave me the self-confidence I needed to succeed.”

We fit your lifestyle ...

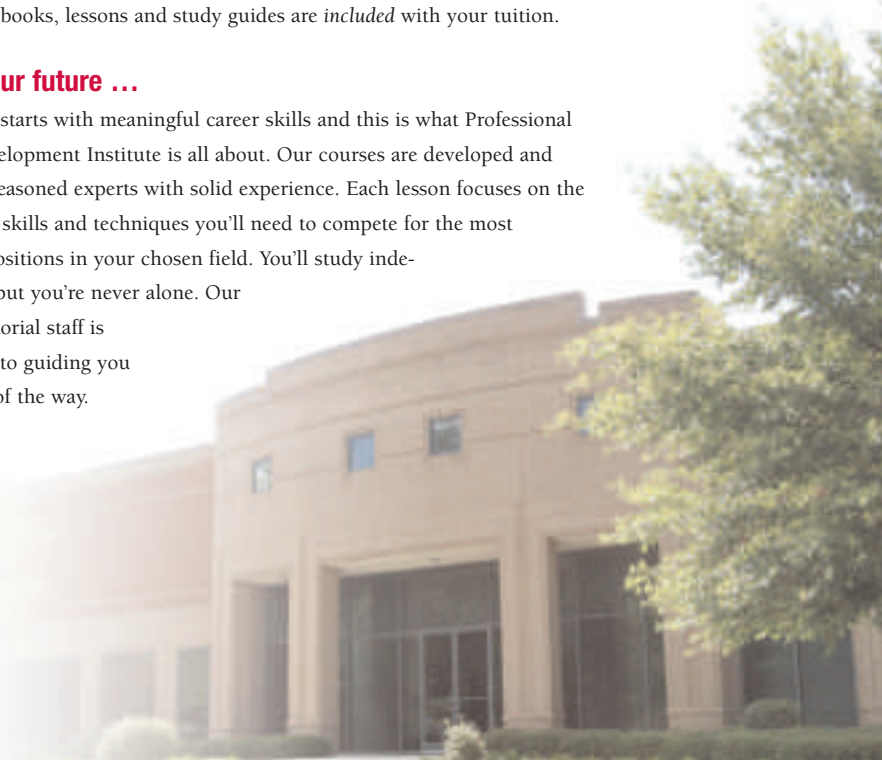
At-home learning puts you in control of your education right from the start. Earn your career diploma on *your* schedule - when and where it fits your lifestyle. Study in a relaxed, comfortable manner at home, during lunch breaks at your job, in the public library or on the road. You'll acquire practical skills fast - because there's no wasted time commuting to class, competing with other students, cramming for exams or rushing to meet deadlines.

We fit your budget ...

PCDI proves that getting high quality career training doesn't have to be high-priced. Since we don't maintain classrooms, we save on expenses – and we pass the savings along to you. You'll appreciate our interest-free monthly tuition payment plan, too – it's easy on your budget. And there are no hidden costs. Your books, lessons and study guides are *included* with your tuition.

We fit your future ...

Success starts with meaningful career skills and this is what Professional Career Development Institute is all about. Our courses are developed and taught by seasoned experts with solid experience. Each lesson focuses on the marketable skills and techniques you'll need to compete for the most desirable positions in your chosen field. You'll study independently, but you're never alone. Our talented tutorial staff is committed to guiding you every step of the way.





KNOWLEDGE: THE KEY TO SUCCESS

Imagine preparing for a rewarding future – doing something you love as a hobby, exciting new career or in a home-based business.

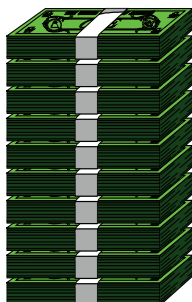
Today's job market is more competitive than ever. If you want to dramatically improve your skills and land that dream job, you need something that makes a strong impression on prospective employers. And if you plan to go into business for yourself, clients want assurance that you have solid expertise.

At PCDI, you'll receive the comprehensive, practical training that it takes to get ahead. Your career diploma will show others that you are motivated to learn new things and have the self-discipline to achieve important goals. PCDI home study courses also give you the chance to explore a lifelong interest, pursue a hobby or develop a talent you didn't know you had. We give you the tools to help you realize your dreams!

Earn as much as

\$96,000

MORE in lifetime earnings with career training!



Career education pays

There is a proven relationship between education and income. A National Assessment of Vocational Education (NAVE) report, recently released by the U.S. Department of Education, revealed that a single year of study brought five to eight percent more earnings to high school graduates who enrolled in career and technical courses than to high school graduates with similar characteristics who had not taken such courses. This could add up to as much as **\$96,000.00** more in your lifetime!

*This calculation is based on recent U.S. Census Bureau Current Population Surveys, which estimates average work-life earnings of \$1.2 million for high school graduates working full time.



YES, YOU MAY QUALIFY TO RECEIVE FINANCIAL AID!

You may be eligible to receive tuition reimbursement from your employer. Ask your supervisor. PCDI is also approved by the DAN TES program for active and reserve duty military personnel. Get details from your Education Officer.

“The PCDI curriculum taught me relevant career skills that I am actually using on the job.”

Real-world instruction

It's easy to understand why specialized career education should be a top priority. And at PCDI, we go to great lengths to ensure that your education is relevant to the *real* world. Our course authors and instructors have ‘been there, done that’. They ensure that all course content reflects current, practical career skills and competency areas. You'll learn *hands-on* concepts and techniques that are thoroughly up-to-date.

Comprehensive textbooks and course materials

Each course includes a detailed, customized study guide for each lesson. You'll also receive in-depth textbooks and career resources – such as workbooks or CD-ROMs – that are carefully assembled for successful independent study. Everything is included at no additional tuition cost.

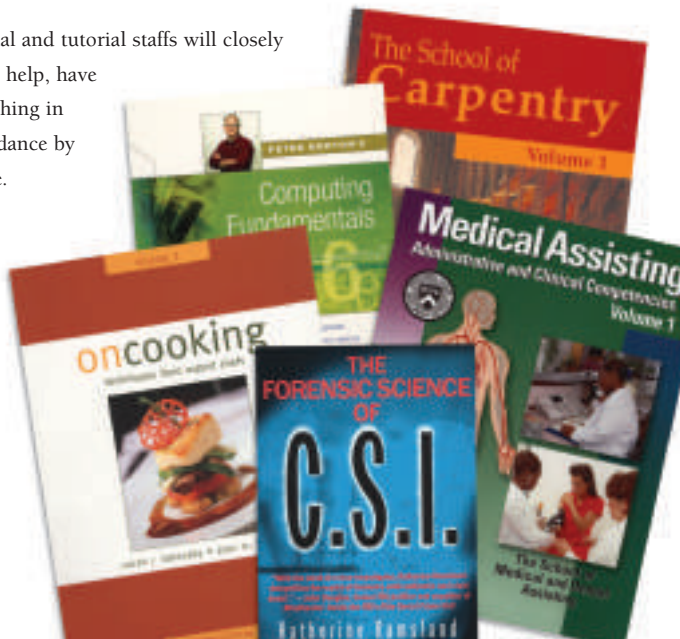
This distinctive combination of seasoned instructors and top-notch materials assures you of an impressive distance learning experience.

One-on-one guidance

Our administrative, instructional and tutorial staffs will closely monitor your progress. If you need help, have questions or want to discuss something in your studies, you'll get prompt guidance by phone, fax, mail or e-mail any time.

The fast track to success

Time is money. At PCDI, you'll enjoy the benefits of both – because you'll graduate in less *time* so you'll be ready to start earning *more money* sooner than you ever thought possible!





PCDI CAREER SCHOOLS

Choose from more than 50 programs in today's most popular careers.

You've seen the help-wanted ads that say "specialized training preferred" or "experienced desired." It's a fact - you'll need career-focused education to get a head start in today's job market. Statistics show a definite link between education, earnings potential and job satisfaction.

Our professional-level instruction will put you in a position to take advantage of ground-floor opportunities in today's most in-demand careers. Each of our programs of study consists of clear, step-by-step lessons. Each lesson guides you through the ideal combination of conceptual know-how and technical procedures that you'll need on the job. Your fascinating reading assignments include self-check questions and hands-on exercises, followed by an exam which you may submit by mail or online – whenever you're ready.



School of Allied Health

Health care is the fastest growing segment of the U.S. economy. Our aging population, medical breakthroughs and the increasing sophistication of treatments that promote wellness and prolong life expectancy have created a huge demand for trained specialists in this worthwhile field.

• Fitness

Promote a healthy lifestyle! Learn exercise routines for strength, conditioning, toning and weight control. Become an aerobics leader, personal trainer, gym manager, wellness instructor or fitness consultant.



School of Business

Do you have a knack for numbers? Do you yearn to solve problems, make important decisions and supervise others? If so, the business world is filled with a variety of opportunities just for you. Now you can get the precise training you need to become the professional you've always wanted to be. The sky's the limit!

• Accounting

Record transactions, manage payroll, handle taxes and maintain the finances for a business or other organization.

• Fashion Merchandising

Enjoy the glamour of the apparel industry! Learn fashion show coordination; store management; display, pricing and promotion; consumer trends; and buying techniques.



“There is no doubt that PCDI played a huge role in where I am today. I got promoted because of my studies.”

• **Health Records**

Assemble, organize, process and file the contents of medical records and patient charts. Interact with doctors to ensure the accuracy and completeness of each record.

• **Medical Billing**

Prepare and process medical insurance claims and manage patient billing in a doctor’s office, hospital or clinic.

• **Financial Planning**

Help others wisely save, spend, invest, manage debt, build credit and plan for retirement.

• **Hotel/Restaurant Management**

Manage a hotel, restaurant, bar, motel, bed-and-breakfast or inn.

• **Internet Marketing**

Work with Web developers, programmers and advertising execs to manage e-commerce.

• **Medical Transcription**

Convert doctors’ recorded notes to finished reports; work in a medical practice or hospital – or in your own home.

• **Medical and Dental Assisting**

Handle scheduling, billing and patient relations in a medical practice or clinic; assist in office organization and management and work closely with doctors and patients.

• **Marketing Specialist**

Learn consumer behavior, brand management, ad design, media planning, research, publicity, Internet marketing and more.

• **Property Management**

Administer and manage all kinds of residential, commercial and investment properties.

• **Nutrition Specialist**

Learn to eat the right foods for weight control, wellness, disease prevention and optimal health.

• **Physical Therapy Aide**

Work with a physical therapist to help patients get relief from pain and recover from injury.

• **Pharmacy Technician**

Assist pharmacists in retail drug stores or hospital pharmacies.

• **Retail Management**

Learn about site selection, staffing, merchandising, vendor relations, customer service, displays, buying strategies and more.

• **Small Business Management**

Become a successful entrepreneur! We’ll teach you how to start, staff, operate, promote and grow a profitable service or product business.



School of Creative Arts

For many people, a career in the creative fields is more than a job – it's a calling. Now you can make the most of your artistic nature and let your imagination take reign in a money-making career! In The School of Creative Arts, you'll gain inspiration through hands-on instruction. It's time to transform your talent into a rewarding future!

• Floral Design

Express your creativity using flowers and plants for beautiful arrangements that fit every occasion – from birthdays and anniversaries to Valentine's day and weddings. Learn to design in various styles and join the booming floral industry.



School of Information Technology

Information technology is one of the fastest growing – and highest paying – fields on the planet! Global reliance on computers and the spread of e-commerce is fueling demand for network, data security and Internet specialists. We'll prepare you for it all now. Some of these courses may require you to have specific PC, Windows and/or Web experience.

• Computer Repair

Repair, upgrade and provide routine maintenance of some of the millions of PCs in use today! We'll teach you the techniques you must know to take the A+ Certification exam. Start your own PC service business or become a more valuable employee in your current job.



School of Legal Studies

Do your part to protect our nation's citizens, fight crime and bring peace of mind to others: train for a career in the legal professions! Expanded litigation, the threat of terrorism and the increasing complexity of our legal system have created a variety of opportunities in careers working with attorneys, the courts, the police and other law enforcement officials.

• Forensic Science

Law enforcement personnel and detectives need forensic skills to identify, collect and analyze evidence and use it to solve crimes. This course guides you from the crime scene to the lab to the courtroom. Learn how to analyze hair, fiber, fingerprints, chemicals and blood stains; test for drugs and alcohol; examine DNA samples; prepare lab reports; and more.

• **Gourmet Cooking & Catering**

Get soup-to-nuts culinary training that covers food selection and storage; using spices and other ingredients; preparing scrumptious dishes and serving memorable meals. Learn about meats, poultry, sauces, gravies, soups, salads, sandwiches, appetizers, beverages, desserts, cheeses and more.

• **Interior Decorating**

Transform any room from frumpy to fabulous! Learn about color, balance, texture, harmony and more – and how to integrate lighting, fabrics, flooring, wall coverings, furniture, art and accessories into a dazzling display of functional, comfortable style.

• **Jewelry Design and Repair**

Work with metals and gems to repair, create and sell beautiful, custom-designed jewelry.

• **Photography**

Take pictures like a pro and turn a fascinating hobby into a lucrative profession. Specialize in photojournalism, portraiture, advertising, corporate photography, weddings, reunions, school photography and more.

• **Writing Children's Books**

Prepare a manuscript suitable for publication. Be an author!

• **Computer Network Security**

Protect computer networks and data from cyber attacks by installing firewalls and intrusion detection systems, hardening network software, implementing access controls and more.

• **Computer Network Technician**

Install, maintain and monitor networks. Qualify to take the Network+ Certification Exam and the Certified Wireless Network Administrator Exam – the industry standards.

• **Personal Computer Training**

The perfect course for beginners! Gain a solid background in word processing, spreadsheets, database and data communications.

• **Visual Basic Programming**

Prepare for one of today's hottest careers by learning Visual Basic, the widely-used programming language for business applications and the Internet.

• **Web Site Design**

Learn HTML and how to plan Web content, create graphics, use frames, add links, insert multi-media elements and more.

• **Paralegal**

Work closely with attorneys as a key member of the legal team. Qualify for a respected position in a law firm, corporate legal department or government agency. Start with our Foundation Course, then choose one of our Advanced Specialty Courses at no extra cost. These include: Real Estate Law; Corporations Law; Criminal Law and Procedure; Wills, Trusts and Estates; and Civil Litigation.

• **Private Investigator**

Track cheating spouses, find missing persons, protect VIPs, conduct stakeouts, photograph evidence, catch lawbreakers and bring criminal perpetrators to justice. Your work may involve surveillance, interrogation, skip tracing, database searches, forensics, courtroom testimony, preparing case folders and more.

• **Security Specialist**

Protective service is among the fastest growing careers that do not necessarily require a degree. Work in a corporate office, high-rise building, retail store, public institution, government agency, transportation facility or in a private business. Interface with law enforcement as you assess risk, monitor internal and external access controls, implement disaster and anti-terrorist plans and handle emergencies.



School of Professional Services

The service sector's share of the U.S. economy accounts for roughly 80% of output and employment. Whether it's on Wall Street or your street, service businesses provide challenging opportunities for millions of people. Now is the time to make a name for yourself while making an important contribution to others.

- **Animal Care**
Assist in a veterinary practice, animal hospital, pet store or wildlife preserve.
- **Bridal Consulting**
Plan every aspect of a wedding from ceremony attire to the honeymoon send-off.
- **Child Day Care**
Care for children in a day care center or your own home.



School of Skilled Trades

Build a great future working with your hands as well as your head! We'll teach you the technical skills you need to climb the ladder to success. When you graduate, you could start an apprenticeship ... be your own boss in a home-based business ... or pursue professional certification if you desire.

- **Auto Mechanics**
Troubleshoot, repair and service automobiles – part by part, system by system.
- **Carpentry**
Build, repair and renovate houses with skill and pride.
- **Electrician**
Learn installation techniques, circuitry, current, wiring, safety and electrical repair.



PCDI Online

Enrich your training with online learning enhancements that will help you get on the path to career fulfillment even faster.

Several of our fine career diploma programs provide enhanced online access to lesson guides, supplemental study resources and exams. This makes your career education proceed even faster and more efficiently. And all PCDI students are encouraged to log onto our special Student Services web site. With just a few clicks at your personal computer, you can keep track of your lessons and the delivery of learning materials ... make tuition payments ... request academic guidance ... and much *more*. It's another way we give you the *power to succeed*.

• **Conservation**

Protect and preserve forests, wild-life, grasslands, ranges, wetlands, and oceans. Work in the great outdoors, in an environmental organization or advocacy group.

• **Real Estate Appraisal**

Appraise the value of residential real estate using the Uniform Residential Appraisal Report.

• **Electronics Specialist**

Troubleshoot, repair and maintain consumer electronics or industrial equipment.

• **Gunsmithing**

Repair, service and improve handguns, rifles and shotguns.

• **Heating/Air Conditioning**

Service and repair heating, cooling and ventilation systems.

• **Sport Psychology**

Motivate others to achieve peak performance as a coach, trainer, exercise or fitness instructor, or recreation director. Learn the secrets of achieving your personal best as an athlete!

• **Tax Preparation**

Prepare tax returns for individuals and small businesses in your own home-based business.

• **Home Inspection**

Basement-to-roof instruction teaches you how to inspect homes for real estate agents, home buyers and banks.

• **Landscape Design**

Design beautiful outdoor areas for today's homeowners. Learn how to select, install and maintain flowers, groundcovers, trees and shrubs and use hardscapes.

• **Teacher Assistant**

Work in a preschool, grammar school, youth organization or special education program. A *high school diploma is required to take this course.*

• **Travel**

Join a travel agency, airline, rail line, cruise ship, hotel or resort. You may enjoy great perks such as discounted or free rates on travel and accommodations.

• **Locksmithing**

Learn to install and repair a broad range of locks, keys, alarms and security systems.

• **Motorcycle Repair**

Our smart 'system' approach will help you rev up your new career.

• **Plumbing**

Repair and install kitchens, baths, sprinklers, pipes and more.

Don't wait a moment longer to discover the Power to Succeed!

Call a friendly Admission Advisor today at 1-800-362-7070 or visit us online at www.pcdi.edu



POWER **TO SUCCEED**

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PCDI CAREER SCHOOLS

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